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Marketing in Europe

Index: September 1973 - August 1982

Nos. 130-237

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Intelligence Unit (Europe) SA

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MARKETING IN EUROPE (MIE) is a monthly publication providing detailed, independent studies of markets for specific consumer products and services in Europe. The emphasis is on the original six EC countries (Belgium, Luxemburg, the Netherlands, Germany, France and Italy), although other continental markets - in particular, Austria, Switzerland and Spain - are occasionally featured.

(The United Kingdom market is covered by a separate publication RETAIL BUSINESS - prepared by the EIU's London Office.)

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SUBSCRIPTION AND PUBLICATION FORMAT

A year's subscription comprises a total of 12 issues, subdivided into three groups of four quarterly issues. Each group covers a carefully defined product field and can be subscribed to separately by those who do not require information on the other two product groups.

The three product groups are:

1. FOOD, DRINK, TOBACCO
2. CLOTHING, FURNITURE, LEISURE GOODS
3. CHEMISTS GOODS, HOUSEHOLD GOODS, DOMESTIC APPLIANCES.

Regardless of the group of products covered, there is complete uniformity in the lay-out of contents of each issue, which is as follows:

- *EUROPEAN COMMUNITY MARKETING REVIEW.* A summary of recent developments throughout Europe in the field of marketing, with particular focus on European Community affairs.

- *TRADE REVIEWS.* Broad product sectors in individual EC countries are reviewed each month: basic market data are brought up to date and the latest trends highlighted. A total of 30 Trade Reviews are published systematically each year.

- *SPECIAL REPORTS.* Each issue usually contains three Special Reports, providing in-depth analysis of the market for a specific product or product group. Information is provided under the following main headings:

INTRODUCTION	MANUFACTURERS, BRANDS, MARKET SHARES
PRODUCTION	DISTRIBUTION
FOREIGN TRADE	PRICES AND MARGINS
APPARENT CONSUMPTION	ADVERTISING AND PROMOTION
CONSUMPTION PATTERNS	PROSPECTS.

KEY TO COUNTRIES

B	Belgium	G	Germany (Federal Republic)	A	Austria
F	France	I	Italy	Sp	Spain
N	Netherlands			Swi	Switzerland

AVAILABILITY OF ISSUES

Back copies are available from the EIU (Europe) SA in Brussels. Issues under 12 months old may also be obtained from the EIU Ltd. in London. Both offices furnish photocopies of articles (or complete issues), if stock copies are no longer available.

INDEX TO NUMBERS 1-129

An index to issues before No. 130 September 1973 of MARKETING IN EUROPE is available from all EIU offices.

TRADE REVIEWS

Trade Reviews are scheduled on a regular annual pattern according to product group and according to country. In this way, Germany is grouped with Italy, and Belgium with France and the Netherlands.

Trade Reviews are presented in three sections - Market Size, Market Trends and Prospects. Under MARKET SIZE, basic data on production, foreign trade and consumption are brought up to date. MARKET TRENDS cover recent developments in the sectors concerned as well as concentrating on different market aspects each year, chosen from a wide range of topics: advertising and promotion (expenditure, media, methods); manufacturers (size, market shares, mergers); price movements; distribution and margins (number and size of outlets, share of channels and outlets in sales, mark-ups); consumption patterns (ownership levels, per capita consumption, socio-economic breakdown of demand); product development (new product lines); etc. PROSPECTS sections assess future development in the sectors under discussion.

ANNUAL TRADE REVIEW SCHEDULE

Month	Countries	Product Group	Topic
January	G I	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
February	B F N	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
March	G I	Chemists Goods, Household Goods, Domestic Appliances (3)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)
April	B F N	Food, Drink, Tobacco (1)	Processed and Preserved Foods, Confectionery and Bakery Products (2-part)
May	G I	Clothing, Furniture, Leisure Goods (2)	Clothing and Footwear (2-part)
June	B F N	Chemists Goods, Household Goods, Domestic Appliances (3)	Domestic Appliances and Sound Equipment (2-part)
July	G I*	Food, Drink, Tobacco (1)	Processed and Preserved Foods, Confectionery and Bakery Products (2-part)
August	B F N	Clothing, Furniture, Leisure Goods (2)	Clothing and Footwear (2-part)
September	G I	Chemists Goods, Household Goods, Domestic Appliances (3)	Domestic Appliances and Sound Equipment (2-part)
October	B F N	Food, Drink, Tobacco (1)	Non-Alcoholic and Alcoholic Beverages (2-part)
November	G I	Clothing, Furniture, Leisure Goods (2)	Furniture and Furnishings (2-part)
December	B F N	Chemists Goods, Household Goods, Domestic Appliances (3)	Pharmaceuticals, Cosmetics and Toiletries, Cleaning Products (3-part)

* Due to a delay in the compilation of official statistics, the Italian Trade Review on Prepared Foods was in some years published later than originally scheduled. Please consult the following Trade Review Index.

ALPHABETICAL INDEX TO MAIN TRADE REVIEW TOPICS

Subject	Country	Issues
Beer	G	206,218,230
-	I	206,218,230
-	B	203,215,227
-	F	203,215,227
-	N	203,215,227
Carpets	G	204,216,228
-	I	204,216,228
-	B	207,219,231
-	F	207,219,231
-	N	207,219,231
Cleaning Products	G	208,220,232
-	I	208,220,232
-	B	205,217,229
-	F	205,217,232
-	N	205,217,229
Clothing	G	210,222,234
-	I	210,222,234
-	B	213,225,237
-	F	213,225,237
-	N	213,225,237
Confectionery	G	212,224,236
-	I	212,230
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Cosmetics	G	208,220,232
-	I	208,220,232
-	B	205,217,229
-	F	205,217,232
-	N	205,217,229
Dairy Products	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Electrical Domestic Appliances	G	202,214,226
-	I	202,214,226
-	B	211,223,235
-	F	211,223,235
-	N	211,223,235
Fish - Preserved	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Flour Products	G	212,224,236
-	I	212,230
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233

Subject	Country	Issues
Footwear	G	210,222,234
-	I	210,222,234
-	B	213,225,237
-	F	213,225,237
-	N	213,225,237
Fruit - Preserved	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Furnishings	G	204,216,228
-	I	204,216,228
-	B	207,219,231
-	F	207,219,231
-	N	207,219,231
Furniture	G	204,216,228
-	I	204,216,228
-	B	207,219,231
-	F	207,219,231
-	N	207,219,231
Knitwear	G	210,222,234
-	I	210,222,234
-	B	213,225,237
-	F	213,225,237
-	N	213,225,237
Meat - Preserved	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Mineral Water	G	206,218,230
-	I	206,218,230
-	B	203,215,227
-	F	203,215,227
-	N	203,215,227
Pharmaceuticals	G	208,220,232
-	I	208,220,232
-	B	205,217,229
-	F	205,217,232
-	N	205,217,229
Processed and Preserved Foods	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Soft Drinks	G	206,218,230
-	I	206,218,230
-	B	203,215,227
-	F	203,215,227
-	N	203,215,227
Sound Equipment	G	202,214,226
-	I	202,214,226
-	B	211,223,235
-	F	211,223,235
-	N	211,223,235

Subject	Country	Issues
Spirits	G	206,218,230
-	I	206,218,230
-	B	203,215,227
-	F	203,215,227
-	N	203,215,227
Toiletries	G	208,220,232
-	I	208,220,232
-	B	205,217,229
-	F	205,217,232
-	N	205,217,229
Vegetables - Preserved	G	212,224,236
-	I	206,218,227
-	B	209,221,233
-	F	209,221,233
-	N	209,221,233
Washing Powder	G	208,220,232
-	I	208,220,232
-	B	205,217,229
-	F	205,217,232
-	N	205,217,229
Wine	G	206,218,230
-	I	206,218,230
-	B	203,215,227
-	F	203,215,227
-	N	203,215,227

KEY TO ISSUE NUMBERS

Issue	Date	Issue	Date
202	September 1979	220	March 1981
203	October 1979	221	April 1981
204	November 1979	222	May 1981
205	December 1979	223	June 1981
206	January 1980	224	July 1981
207	February 1980	225	August 1981
208	March 1980	226	September 1981
209	April 1980	227	October 1981
210	May 1980	228	November 1981
211	June 1980	229	December 1981
212	July 1980	230	January 1982
213	August 1980	231	February 1982
214	September 1980	232	March 1982
215	October 1980	233	April 1982
216	November 1980	234	May 1982
217	December 1980	235	June 1982
218	January 1981	236	July 1982
219	February 1981	237	August 1982

ALPHABETICAL INDEX TO SPECIAL REPORTS

Subject	Country	Issue	Date
Adult Knitwear	N	234	May 1982
Aperitifs	I	188	July 1978
Appliances - In-Car Entertainment	F	193	December 1978
-	N	196	March 1979
-	B	202	September 1979
Appliances - Small Domestic	G	157	December 1975
-	N	169	December 1976
Appliances - Small Electrical Kitchen	B	199	June 1979
-	G	214	September 1980
Baby Foods	B	164	July 1976
-	N	230	January 1982
-	F	236	July 1982
Baby Toiletries	F	217	December 1980
Babywear	B	228	November 1981
Babywear and Infants' Clothing	F	186	May 1978
Ballpoints and Felt Pens	F	145	December 1974
Ballpoints, Pens and Pencils	I	169	December 1976
Bath Additives	G	187	June 1978
Bathroom Fittings	F	201	August 1979
Batteries - Dry-Cell	G	151	June 1975
-	F	160	March 1976
Bedspreads and Blankets	I	189	August 1978
Beef and Veal	I	197	April 1979
Beer	N	140	July 1974
-	G	236	July 1982
Beer and Wine	Swi	215	October 1980
Beverages - Non-Alcoholic	Swi	155	October 1975
Bicycles and Mopeds	B	144	November 1974
-	G	156	November 1975
-	F	168	November 1976
-	I	177	August 1977
-	N	228	November 1981
Biscuits	F	(146	January 1975
		(218	January 1981
-	B	230	January 1982
Blankets and Bedspreads	I	189	August 1978
Blankets and Quilts	F	219	February 1981
Book Clubs	N	216	November 1980
Book Market - The	F	210	May 1980
Bread - Industrial	B	143	October 1974
-	F	188	July 1978
Breakfast Cereals	N	164	July 1976
-	G	221	April 1981
Built-In Kitchen Furniture	N	162	May 1976
-	G	171	February 1977
Cable Television	B	211	June 1980
Calculators - Electronic	I	211	June 1980
-	B	223	June 1981
-	N	226	September 1981
Calculators - Pocket	I	148	March 1975
-	F	154	September 1975
-	N	159	February 1976

Subject	Country	Issue	Date
Camping Equipment and Tents	B	174	May 1977
Canned and Packet Soup	G	161	April 1976
-	B	176	July 1977
Canned Fruit and Vegetables	D	131	October 1973
-	N	224	July 1981
Canned Vegetables	F	233	April 1982
Car Body Maintenance Products	F	153	August 1975
Car Hire	F	213	August 1980
-	I	231	February 1982
Caravans	N	132	November 1973
-	G	141	August 1974
-	B	150	May 1975
Carpets	B	231	February 1982
-	G	234	May 1982
Carpets and Rugs	Spn	186	May 1978
Carpets and Textile Floor Coverings	I	183	May 1974
Cassettes and Records	F	163	June 1976
-	I	175	June 1977
-	N	187	June 1978
-	B	208	March 1980
-	G	217	December 1980
-	Swi	226	September 1981
Catering	F	176	July 1977
Central Heating	F	151	June 1975
-	G	202	September 1979
-	N	214	September 1980
-	B	220	March 1981
-	I	229	December 1981
Cereals - Breakfast	N	164	July 1976
-	G	221	April 1981
Champagne	F	197	April 1979
Cheese	G	185	April 1978
-	N	200	July 1979
-	F	Part 1 206	January 1980
		Part 2 209	April 1980
-	B	218	January 1981
-	Swi	227	October 1981
Chemicals - Garden	N	220	March 1981
-	G	223	June 1981
China and Crockery Tableware	G	192	November 1978
China and Earthenware Tableware	F	195	February 1979
China and Other Ceramic Tableware	N	198	May 1979
-	I	201	August 1979
Cigarettes	N	158	January 1976
-	I	161	April 1976
-	G	167	October 1976
-	B	179	October 1977
Cigars and Cigarillos	F	152	July 1975
-	I	149	April 1975
-	N	218	January 1981
Cinemas	F	225	August 1981
Cleaning and Maintenance Products - Household	N	202	September 1979
Clocks and Watches	F	136	March 1974
-	I	(139	June 1974
-		(207	February 1980
-	N	150	May 1975
-	G	175	June 1977

Subject	Country		Issue	Date
Clothing	A		207	February 1980
Clothing - Infants' and Babywear	F		186	May 1978
Clubs - Book	N		216	November 1980
Coffee	G		182	January 1978
-	B		185	April 1978
Coffee and Tea	N		(134	January 1974
-			(206	January 1979
-	I		143	October 1974
Colognes and Perfumes	F		142	September 1974
Confectionery	A		161	April 1976
Contraceptives	G		130	September 1973
Convenience Desserts	F		134	January 1974
-	G		140	July 1974
-	N		173	April 1977
Cookers	F		187	June 1978
Cookers, Hobs and Ovens - Electric	B		160	March 1976
Cookers, Ovens and Hoods - Electric	N		184	March 1978
Cosmetics and Toiletries	Swi		160	March 1976
Courses and Seminars - Management	F		228	November 1981
Crockery Tableware - China and	G		192	November 1978
Crystal and Glass Tableware	G		201	August 1979
Crystalware and Glass	I		219	February 1981
Cut and Pipe Tobacco	G		137	April 1974
Cutlery	G		195	February 1979
Dairy Products	I		137	April 1974
Deodorants	G		163	June 1976
-	N		166	September 1976
Desserts - Convenience	F		134	January 1974
-	G		140	July 1974
-	N		173	April 1977
Detergents and Soaps	F	Part 1	172	March 1977
		Part 2	175	June 1977
Diapers and Baby Pants	F		141	August 1974
Diapers - Disposable	B		168	November 1976
Dietetic Foods	G		179	October 1977
Dietetic, Dietary and Health Foods	F		182	January 1978
Dishwashers	G		133	December 1973
-	I		145	December 1974
-	N		157	December 1975
-	B		181	December 1977
Diswashers and Washing Machines	I		232	March 1982
Disposable Diapers	B		168	November 1976
Disposable Paper Products	B		136	March 1974
-	F		157	December 1975
-	I		163	June 1976
-	G		178	September 1977
Distribution of Food - Retail	G		212	July 1980
-	N		215	October 1980
-	I		233	April 1982
Do-It-Yourself	B		222	May 1981
Do-It-Yourself Market - The	N		192	November 1978
Do-It-Yourself Power Tools	B		178	September 1977
Do-It-Yourself Tools	I		141	August 1974
Domestic Appliances - Small	G		157	December 1975
-	N		169	December 1976
Domestic Insecticides	F		205	December 1979
Drinks - Soft	G		131	October 1973
-	Swi		155	October 1975

Subject	Country	Issue	Date
Dry-Cell Batteries	G	151	June 1975
-	F	160	March 1976
Dry-Cleaning and Laundry	F	180	November 1977
-	B	198	May 1979
Dry and Savoury Snacks	F	158	January 1976
Earthenware Tableware - China and	F	195	February 1979
Edible Oils	I	224	July 1981
Edible Oils and Fats	B	134	January 1974
-	N	146	January 1975
Electrical Appliances - Small Domestic	G	157	December 1975
-	N	169	December 1976
Electrical Appliances - Small Kitchen	B	199	June 1979
-	G	214	September 1980
Electric Cookers, Hobs and Ovens	B	160	March 1976
Electric Cookers, Ovens and Hoods	N	184	March 1978
Electric Lamps	I	217	December 1980
Electric Light Bulbs	G	181	December 1977
-	F	184	March 1978
Electronic Calculators	I	211	June 1980
-	B	223	June 1981
-	N	226	September 1981
Face and Skin Care Products	N	190	September 1978
Felt Pens and Ballpoints	F	145	December 1974
Film Industry - The	F	222	May 1981
Fish - Processed	N	212	July 1980
Fittings - Bathroom	F	201	August 1979
Floor Coverings and Carpets	I	138	May 1974
Floor Coverings - Non-Textile	F	162	May 1976
Floor Coverings - Textile	N	174	May 1977
Floor Polishers and Vacuum Cleaners	B	184	March 1978
Flowers and Plants	B	189	August 1978
-	N	204	November 1979
Flowers and Potted Plants	F	237	August 1982
Food - Retail Distribution of	G	212	July 1980
-	N	215	October 1980
-	I	233	April 1982
Footwear	I	180	November 1977
Fortified Wines	F	224	July 1981
Freezers and Refrigerators	N	136	March 1974
-	F	148	March 1975
-	I	172	March 1977
Fresh Fruit	I	200	July 1979
Frozen Foods	G	143	October 1974
-	N	149	April 1975
-	F	203	October 1979
-	B	206	January 1980
-	I	209	April 1980
Fruit - Fresh	I	200	July 1979
Fruit Juices	G	173	April 1977
Fruit and Vegetables - Canned	D	131	October 1973
-	N	224	July 1981
Furniture - Built-In Kitchen	N	162	May 1976
-	G	171	February 1977
Furniture - Kitchen	F	192	November 1978

Subject	Country	Issue	Date
Furniture - Office	B	177	August 1977
-	N	189	August 1978
Games and Toys	F	156	November 1975
Garden Chemicals	N	220	March 1981
-	G	223	June 1981
Glassware	G	142	September 1974
-	F	204	November 1979
Glass and Crystal Tableware	G	201	August 1979
Glass and Crystalware	I	219	February 1981
Hair Care Products	B	130	September 1973
-	G	(139	June 1974
		(229	December 1981
-	F	214	September 1980
Hams and Sausages	I	167	October 1976
-	G	191	October 1978
Health, Dietetic and Dietary Foods	F	182	January 1978
Health Foods	G	227	October 1981
Health and Slimming Foods	G	179	October 1977
Heating - Central	F	151	June 1975
-	G	202	September 1979
-	N	214	September 1980
-	B	220	March 1981
-	I	229	December 1981
Hi-Fi	I	205	December 1979
-	N	208	March 1980
Hi-Fi Equipment	F	166	September 1976
Hobs, Cookers and Ovens - Electric	B	160	March 1976
Holidays - Package	B	138	May 1974
-	N	144	November 1974
-	F	150	May 1975
Home Electronics	A	172	March 1977
-	Swi	199	June 1979
Hoods, Cookers and Ovens - Electric	N	184	March 1978
Hosiery	F	216	November 1980
Hosiery and Lingerie - Women's	N	153	August 1975
Hotel Trade - The	I	213	August 1980
Household Cleaning and Maintenance Products	N	202	September 1979
Household Containers - Plastic	B	148	March 1975
Household Maintenance Products	F	(133	December 1973
		(199	June 1979
Icecream	B	194	January 1979
In-Car Entertainment Appliances	F	193	December 1978
-	N	196	March 1979
-	B	202	September 1979
Industrial Bread	B	143	October 1974
-	F	188	July 1978
Industrial Pastry	G	152	July 1975
-	I	155	October 1975
-	B	158	January 1976
-	N	170	January 1977
Infants' Clothing and Babywear	F	186	March 1978
Insecticides - Domestic	F	205	December 1979
Jam	B	(146	January 1975
		(227	October 1981
Jams, Jellies and Marmalades	N	152	July 1975
-	I	173	April 1977

Subject	Country	Issue	Date
Jeans	F	144	November 1974
-	I	156	November 1975
-	G	165	August 1976
-	B	171	February 1977
-	N	180	November 1977
Keep-Fit Equipment	G	198	May 1979
Kitchen Appliances - Small Electrical	B	199	June 1979
-	G	214	September 1980
Kitchen Furniture	F	192	November 1978
Kitchen Furniture - Built-In	N	162	May 1976
-	G	171	February 1977
Knitwear	B	135	February 1974
-	G	153	August 1975
-	I	183	February 1978
Knitwear - Adult	N	234	May 1982
Lamps - Electric	I	217	December 1980
Laundry and Dry-Cleaning	F	180	November 1977
-	B	198	May 1979
Laundry Dryers and Washing Machines	N	181	December 1977
-	F	208	March 1980
-	B	232	March 1982
Lawnmowers	B	154	September 1975
Leather Goods	I	159	February 1976
-	F	174	May 1977
Light Bulbs - Electric	G	181	December 1977
-	F	184	March 1978
Lighters	B	169	December 1976
Lingerie and Hosiery - Women's	N	153	August 1975
Luggage	I	147	February 1975
-	G	222	May 1981
Magazines - Women's	G	135	February 1974
Maintenance Products - Car Body	F	153	August 1975
Maintenance Products - Household	F	(133	December 1973
		(199	June 1979
Maintenance and Cleaning Products - Household	N	202	September 1979
Make-up	F	220	March 1981
Management Courses and Seminars	F	228	November 1981
Marmalades, Jams and Jellies	N	152	July 1975
-	I	173	April 1977
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Meat Preserves	B	191	October 1978
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Mopeds and Bicycles	B	144	November 1974
-	G	156	November 1975
-	F	168	November 1976
-	I	177	August 1977
-	N	228	November 1981
Musical Instruments	G	183	February 1978
Non-Alcoholic Beverages	Swi	155	October 1975
Non-Textile Floor Coverings	F	162	May 1976
Nuts - Roasted and Salted	B	155	October 1975
Office Furniture	B	177	August 1977
-	N	189	August 1978
Oils - Edible	I	224	July 1981
Oils and Fats - Edible	B	134	January 1974
-	N	146	January 1975

Subject	Country	Issue	Date
Oils - Sun	G	166	September 1976
Oral Hygiene Products	N	178	September 1977
Package Holidays	B	138	May 1974
-	N	144	November 1974
-	F	150	May 1975
Packet and Canned Soup	G	161	April 1976
-	B	176	July 1977
Paint and Wallpaper	N	138	May 1974
-	G	168	November 1976
Paper Products - Disposable	B	136	March 1974
-	F	157	December 1975
-	I	163	June 1976
-	G	178	September 1977
Pasta	F	170	January 1977
-	I	179	October 1977
Pastry - Industrial	G	152	July 1975
-	I	155	October 1975
-	B	158	January 1976
-	N	170	January 1977
Pens, Pencils and Ballpoints	I	169	December 1976
Perfumery Products	F	211	June 1980
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Perrier, France - Company Profile	F	212	July 1980
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		(221	April 1981
-	G	170	January 1977
-	N	176	July 1977
Pharmaceuticals	I	133	December 1973
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-	N	193	December 1978
-	B	196	March 1979
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-	G	(159	February 1976
		(216	November 1980
Pipe and Cut Tobacco	G	137	April 1974
Plants and Flowers	B	189	August 1978
-	N	204	November 1979
Plants - Potted and Flowers	F	237	August 1982
Plastic Household Containers	B	148	March 1975
Pocket Calculators	I	148	March 1975
-	F	154	September 1975
-	N	159	February 1976
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-	Swi	226	September 1981
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-	F	148	March 1975
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